



**FACULTY OF ADMINISTRATIVE SCIENCE & POLICY STUDIES**

**DIPLOMA IN PUBLIC ADMINISTRATION (AM110)**

**AM110 5E**

**FUNDAMENTALS OF ENTREPRENEURSHIP**

**ENT 300**

**BUSINESS NAME**

**FIVE DE ARTS CAFE**

**PRODUCT NAME**

**COFFEE DE ARTS**

**PREPARED FOR:**

**MADAM ROZIEANA BINTI A.HALID @ KHALID**

**PREPARED BY:**

NO	NAME	STUDENT ID
1	AHMAD SHAMSULFAIZ BIN AHMAD HISHAM	2018416952
2	NUR AMIERA SYAFIQAH BINTI AHMAD HELMI	2018289954
3	NUR FAZIERA BINTI IBNU SAUT	2018279166
4	NUR FATIAH BINTI SAIFULLIZAN	2018208228
5	SHAHRIZAT BINTI SAMSUDIN	2018256968

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## LETTER OF SUBMISSION

Diploma in Public Administration (AM110)  
Faculty of Administrative Science & Policy Studies  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

29 JANUARY 2021

Madam Rozieana Binti A.Halid @ Khalid  
Lecturer of Fundamentals of Entrepreneurship (ENT300)  
Faculty of Business Management  
Universiti Teknologi MARA Cawangan Pahang  
26400 Pahang

Madam,

### **Submission of the Business Plan (ENT 300)**

Attach is the business plan title “**FIVE DE ARTS CAFE**” to fulfill the requirements as needed as university requirements.

Thank you,

Yours sincerely,



.....  
Shahrizat Binti Samsudin  
General Manager

## EXECUTIVE SUMMARY

The purpose of this paper is to analyse our business plan. The name of this business is FIVE de ARTS CAFÉ. The type of this business is partnership where the business are managed by five members which are headed by General Manager, while the rest is head of department consists of Administration Manager, Marketing Manager, Operational Manager and Financial Manager. Next, the business offered product such as coffees, cakes and pastries, thus the service offered are friendly oriented to ensure the satisfaction of our valueable customers. This business is located at Georgetown, Pulau Pinang. Our vision for this business is to be the leading cafe for food and service product through an offer of principle integrity, service with quality, and relationship. Meanwhile, our mission is working with pride and passion to deliver the de arts promises of good quality of product and service and we also aim to reach customer the ultimate dining cafe with coffee and food in classic, energatic, and conformable atmosphere.

## 1. Business Background

*Table 1.0 Business Background*

<b>Name of the Business</b>	<b>Five de Arts Cafe</b>
<b>Business Address</b>	<b>52, Jalan Larut, 10300 George Town, Pulau Pinang</b>
<b>Correspondence Address</b>	<b>52, Jalan Larut, 10300 George Town, Pulau Pinang</b>
<b>Website</b>	<b>www.fivedeartscafe.com</b>
<b>E- mail</b>	
<b>Telephone Number</b>	
<b>Fax Number</b>	
<b>Form of Business</b>	<b>Partnership</b>
<b>Main Activity</b>	<b>Food and Beverages</b>
<b>Date of Commencement</b>	<b>1<sup>st</sup> January 2020</b>
<b>Date of Registration</b>	<b>1<sup>st</sup> January 2020</b>
<b>Registration Number</b>	<b>197401000725</b>
<b>Name of Bank</b>	<b>Maybank Sdn Bhd</b>
<b>Bank Account Number</b>	

### 1.1 *Vision and Mission*

#### 1.1.1 Vision

- To be the leading cafe for food and service product through an offer of principle integrity, service with quality, and relationship

#### 1.1.2 Mission

- Working with pride and passion to deliver the de arts promises of good quality of product and service and we also aim to reach customer the ultimate dining cafe with coffee and food in classic, energatic, and conformable atmosphere